

a unique and remembered image. The creativity gives an idea; the design makes a stylish embodiment of it.

13. The creative approach in advertising is not free fantasy, but calculation and common sense. For this reason the creativity in advertising is not a fashion but a necessity. You need choose between creative approach and grey similarity to competitors. And you need to decide whether to become a leader or to remain pursuing.

ITP

Доп. – Старжинський А.В.

ITP - the Interactive Telecommunications Program. Founded in 1979 as the first graduate education program in alternative media

ITP has grown into a living community of technologists, theorists, engineers, designers, and artists

ITP is internationally recognized as a unique and vital contributor of new ideas and talented individuals to the professional world of multimedia and interactivity

The department challenges students to apply their creativity and imagination to the latest digital tools and techniques

ITP and AMC have developed an international reputation for pioneering work in demonstration and research in the field of interactive media

Admission is open to students from diverse academic and professional backgrounds. Acceptance into the program is competitive; enrollment is limited to full-time applicants who show exceptional promise and are interested in collaboration and experimentation

The students who attend ITP are those who want more than just a skill. They are excited by the possibilities that emerging interactive technologies offer and want to work at the frontier of a rapidly expanding field.

ITP students represent many different countries forming a vast and vibrant community of people sharing diverse cultures, customs, and approaches to interactive technology. Past students have included

graphic designers, computer scientists, journalists, dancers, photographers, architects, industrial designers, sculptors, painters, carpenters, media theorists, electrical and mechanical engineers, musicians, composers, filmmakers, lawyers, philosophers, anthropologists, zoologists, psychologists, doctors - all with an interest in exploring new forms of communications and expression.

Kind of professors teach in the department

About with students from other departments

Students who have graduate credits that have not already been used towards the completion of a degree may be considered for transfer of credits towards ITP

ITP does not have any online courses and does not have any plans for any in the near future.

ITP regularly hosts special events that are open to current students, alumni and faculty of the department. At least once a week, guest speakers present to the students on various topics related to the industry.

ITP alumni tend to find jobs in all industries doing many different kinds of work. Because they have such a diverse population of students coming from all different backgrounds, the type of work that is available to the ITP alumni is equally diverse.

SNOW CANNON

Доп. – Кобізьський Д.С.

A snow cannon (also called snowgun, snow maker or snow fan) is a device used to produce snow artificially. The term *artificial snow* is mistakenly used for the produced snow; a more accurate term is *man-made snow*. A snow cannon works by atomizing water and allowing it to freeze into snow. The device is often used by ski hills and ski resorts to supplement naturally occurring snow and extend the skiing season. However, for the purposes of skiing, most enthusiasts consider man-made snow to be inferior to naturally occurring snow. This is due to the fact that man-made snow does not form snow flakes like natural snow; instead, man made snow forms crystals that are more dense than natural snowflakes.